**Creating a Recruitment Video**

**Step 1: Plan Your Content**

1. **Introduction:** Start with a warm greeting and introduce yourself confidently.
2. **Personal Background:** Share some basic information about yourself, such as your name, hometown, major, and year in school.
3. **Highlight Your Values:** Discuss the values and qualities that are important to you and align with those of the sorority.
4. **Passions and Interests:** Talk about your interests, hobbies, and extracurricular activities that define who you are outside of academics.
5. **Why You're Interested:** Express your genuine interest in joining the sorority and what you hope to gain from the experience.
6. **Closing:** Conclude with a positive message, thanking the viewers for their time and expressing your excitement for the rush process.

**Step 2: Choose Your Setting**

1. **Select a Clean and Well-Lit Location:** Choose a location with good lighting and minimal distractions to ensure clear visibility and audio quality.
2. **Consider Background:** Opt for a background that is visually appealing and reflects your personality, such as a cozy room or outdoor setting.

**Step 3: Script Your Video**

1. **Write a Script:** Outline the key points you want to cover in your video to ensure clarity and coherence.
2. **Practice Your Delivery:** Rehearse your script multiple times until you feel comfortable and natural speaking on camera.

**Step 4: Record Your Video**

1. **Use a Quality Camera:** Use a high-quality camera or smartphone to record your video for clear visuals.
2. **Check Audio:** Ensure clear audio quality by using an external microphone or recording in a quiet environment.
3. **Film Multiple Takes:** Record multiple takes of your video to capture the best version of your self-introduction.
4. **Show Your Personality:** Be expressive, smile, and let your personality shine through in your delivery.

**Step 5: Edit Your Video**

1. **Trim and Edit:** Use video editing software to trim any unnecessary footage and edit out any mistakes or pauses. Free editing programs are CapCut for the phone and DaVinci Resolve for the computer.
2. **Add Visuals:** Enhance your video with visuals such as text overlays, images, or background music to make it more engaging.
3. **Keep it Concise:** Aim for a video length of around 1-2 minutes to keep viewers engaged and focused.

**Step 6: Review and Finalize**

1. **Review Your Video:** Watch your video multiple times to ensure it flows well and effectively conveys your message.
2. **Get Feedback:** Share your video with friends or family for feedback and make any necessary adjustments.
3. **Finalize and Save:** Once you're satisfied with your video, save it in a format that is easily shareable and upload it to the designated platform for sorority rush.

**Step 7: Be Yourself and Have Fun!**

1. **Authenticity:** Be genuine and authentic in your self-introduction video, as this is your opportunity to showcase who you truly are.
2. **Enjoy the Process:** Embrace the opportunity to share your story and connect with potential sorority sisters. Have fun and let your personality shine through!